



Public Service Commission of Wisconsin

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PSC Approves Plan to Help Area Companies Control Energy Costs

MADISON – The Public Service Commission of Wisconsin (PSC) approved a new real-time energy pricing plan proposed by Northern States Power Company—Wisconsin to help large commercial and industrial customers control their energy costs.

“The real-time pricing plan provides a tool for manufacturers with high energy needs to directly control their energy prices and their bottom line,” according to PSC Chairperson Burnie Bridge. “Providing companies with management tools like real-time energy pricing is important to our economic development efforts, giving Wisconsin businesses a competitive edge in the marketplace.”

Utility prices fluctuate greatly during the day. The plan allows companies to take advantage of lower prices by indicating how much energy they intend to use and the times of the day they will need that energy. Under the plan, companies would let the utility know their anticipated demand for the month. Any time the company exceeds that demand during peak hours when electricity is more costly, there would be a higher charge.

“The plan provides certainty for customers in budgeting for energy costs and incentives for companies to use energy outside of peak times when costs are lower,” Commissioner Bert Garvin explained. “It’s a win-win situation because it helps companies control their energy costs and the utility to more efficiently meet electricity demand.”

Commissioner Mark Meyer said, “The Commission appreciates the efforts of Northern States Power Company—Wisconsin efforts to improve the real time pricing plan that will be more attractive to large business customers and help them better manage their energy costs.”

Northern States Power Company—Wisconsin has had an experimental real time pricing service in effect since 1997. However, currently it has only limited participation in the plan. The new real-time pricing service approved today is expected to provide more flexibility and stability for participating companies.

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